

SURVEY OF LAND MANAGED UNDER THE CAMPAIGN FOR THE FARMED ENVIRONMENT 2011 / 12 CROP YEAR - ENGLAND

Statistics from the Defra Survey of Land Managed under the Campaign for the Farmed Environment for the 2011/12 crop year were released on 10 May. The survey was run in the middle of February 2012. Results therefore relate to this point in time and to the current 2011/12 crop year.

The key results for holdings in England within the scope of the Campaign are given below.

Familiarity with the Campaign ([section 1](#))

In 2012, 70% of farmers indicated that they had “a good” or “some” understanding of the Campaign (compared to 65% in 2011). The farming press was considered to be the most useful source of information (66% of respondents).

Attitudes towards the Campaign ([section 3](#))

In 2012, 69% of respondents supported the Campaign’s aims and 63% supported the approach used. The level of agreement with both the aims and approach has increased over the course of the Campaign.

Intentions to take action in the future and reasons for not taking action ([section 4](#))

Of those holdings that have not yet taken any action in response to the Campaign, 15% intend to take action in the future. The most common reason given for not yet taking action was that the farmer was already doing enough for the environment. This related to over half of those who answered the question.

Land area not in production ([section 5](#))

The proportion of farmers indicating that they had left cultivable land out of production (excluding land within agri-environment agreements) fell to 37% in the 2011/12 crop year (from 43% in 2010/11). The total area of this land in the current crop year has fallen to approximately 82 thousand hectares from 130 thousand hectares in 2010/11.

Land under some form of environmental management ([section 6](#))

In 2012, 24% of farmers recorded land under unpaid environmental management within at least one of the Campaign voluntary measures, fully meeting the essential management requirements. 29% of farmers recorded similar land outside the Campaign, either fully or closely resembling the essential management requirements. These are not two distinct groups. In 2012, 46% of farmers recorded land within the voluntary measures either as part of or outside the Campaign, an increase of 5% from 2011.

In total, 209,000 hectares was recorded within the voluntary measures, an increase of 11% from 2011. Of this, 94,000 hectares (72,000 hectares in 2011) was recorded as being managed within the Campaign and meeting the essential management requirements whilst the remaining 115,000 hectares (117,000 hectares in 2011) was recorded as being outside the Campaign but fully meeting or closely resembling the essential management requirements.

For further details from this survey, please visit <http://www.defra.gov.uk/statistics/foodfarm/enviro/landenvmanage>

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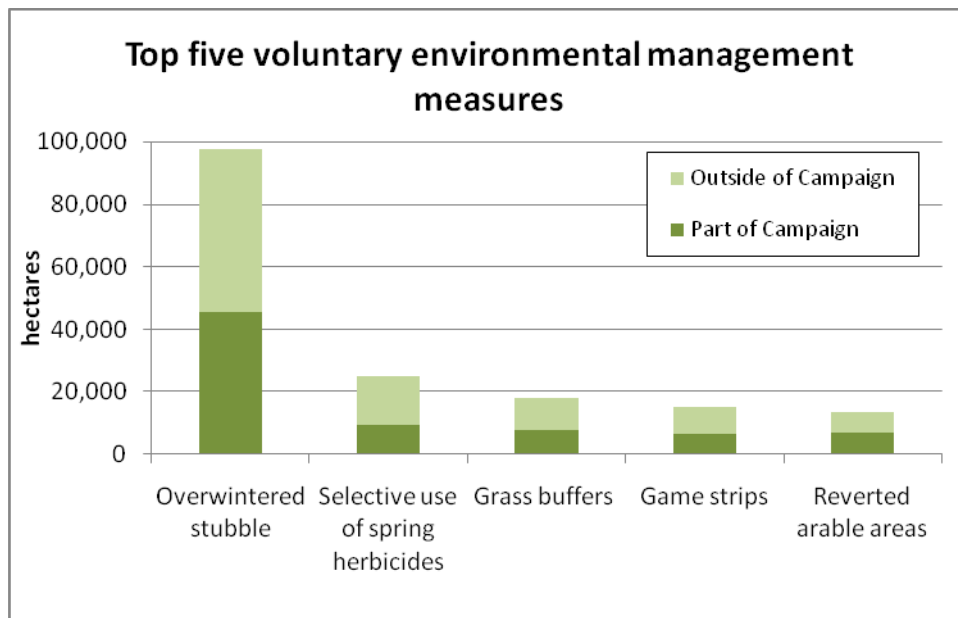
Introduction

The Campaign for the Farmed Environment encourages farmers and land managers to voluntarily adopt important land management practices that will benefit the environment. The main themes of the Campaign are focussed around resource protection, farmland birds and farm wildlife.

The information collected by these on-going monitoring surveys which run each February from 2010 to 2012 will be used by the Campaign project team and Defra policy teams to assess the level of awareness of the Campaign for the Farmed Environment. The results will also be used to estimate the total areas of (non agri-environment scheme) land which are managed for conservation either as uncropped land and/or under some other form of voluntary environmental management. All this land contributes to the Campaign’s target of retaining the environmental benefits of set-aside. The Campaign is also seeking to establish at least a further 30 thousand hectares of voluntarily managed land and improve the environmental management of uncropped land.

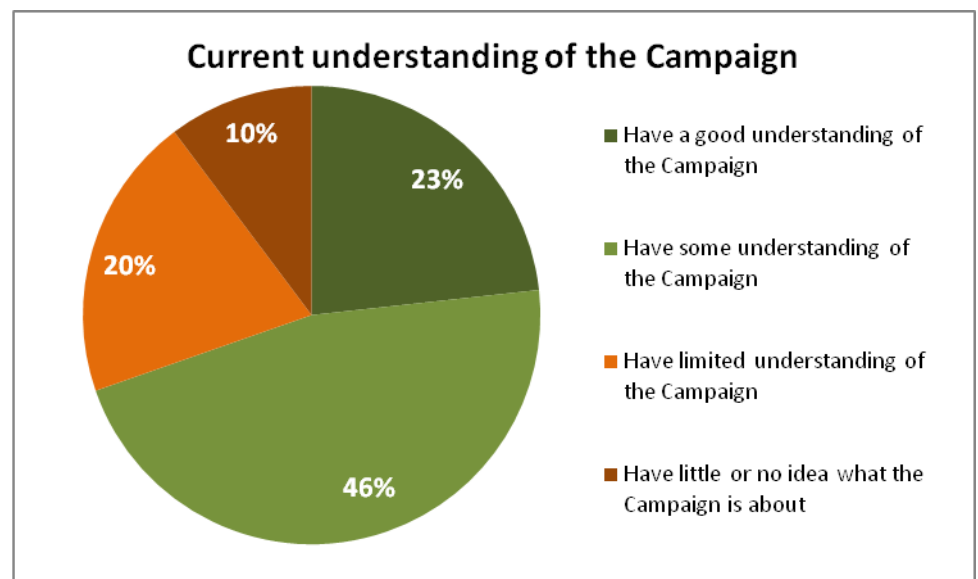
For further information about the Campaign and its aims please see www.cfeonline.org.uk.

Main findings



The total area under voluntary measures (within and outside the Campaign) has increased by 11% since 2011 (Table 7.2). The top five voluntary measures in the 2011/12 crop year covered a total area of 170 thousand hectares. This amounts to 81% of the total area under voluntary environmental management. The area of overwintered stubbles covers the largest proportion of this area at 99 thousand hectares.

The results of the survey show that 90% of all respondents have at least a limited understanding of the Campaign. The percentage of those with some or a good understanding has increased by 5% from 2011 to 70%.



Survey methodology

The results provided in this release are based on the questions asked in the Survey of Land managed under the Campaign for the Farmed Environment for the 2011/12 crop year, sent to a representative sample of arable holdings across English regions and farm sizes. The results provide a reliable estimate for all farms within scope of the Campaign; approximately 43,300 farms with a total of nearly 4.5 million hectares of arable land. The survey was sent to approximately 5,500 holdings with at least 10 hectares of arable land (which is defined as land under crops, uncropped arable land or temporary grassland). Holdings in an area classed as a SDA (Severely Disadvantaged Area) were excluded from the sample. The survey was voluntary and had a response rate of 70%. Many thanks to all of the farmers who completed a survey form.

A breakdown of the response rates by region are shown below.

English region	no. sampled	no. of responses	response rate (%)
North East	235	172	73%
North West & Merseyside	323	206	64%
Yorkshire & Humberside	703	490	70%
East Midlands	860	616	72%
West Midlands	616	408	66%
Eastern	1,122	818	73%
South East & London	676	484	72%
South West	967	630	65%
Total	5,502	3,824	70%

In line with the baseline survey for the 2008/09 crop year and the two previous on-going monitoring surveys, the respondents of this survey were asked whether their holding was in an agri-environment scheme. The results are shown in table 2.1 and compare well with those from the three previous surveys and therefore we are confident that the four sets of samples are comparable.

Data analysis

Results have been analysed using a standard methodology for stratified random surveys to produce national estimates. With this method, all of the data are weighted according to the inverse sampling fraction. Where results from this survey can be directly compared with those of the baseline survey and the first on-going monitoring survey, all relevant results are shown.

Accuracy and reliability of the results

We show 95% confidence intervals against the figures. These show the range of values that may apply to the figures. They mean that we are 95% confident that the true value lies within this range either side of the estimate. They are based on the Standard Errors multiplied by 1.96 to give the 95% confidence interval. The standard errors only give an indication of the sampling error. They do not reflect any other sources of survey errors, such as non-response bias.

Availability of results

This release contains results for the 2011/12 crop year. The results from the baseline survey for the 2008/09 crop year, which ran in November 2009, and the previous two on-going monitoring surveys which ran in February 2010 and 2011 are available on the Defra website at:

<http://www.defra.gov.uk/statistics/foodfarm/enviro/landenvmanage>

Other Defra statistical notices can be viewed on the Defra website at www.defra.gov.uk. This site also shows details of future publications, with pre-announced dates.

Results

Note: For all tables contained in this publication which show year on year comparisons, the dates refer to the following surveys:

- Nov-09 refers to the survey of the base year (2008/09 crop year)
- Feb-10 refers to the first of the on-going monitoring surveys (2009/10)
- Feb-11 refers to the second of the on-going monitoring surveys (2010/11)
- Feb-12 refers to the final on-going monitoring survey (2011/12)

1. Familiarity with the Campaign for the Farmed Environment

Table 1.1 How well informed do you feel about the Campaign and its aims? ^(a)

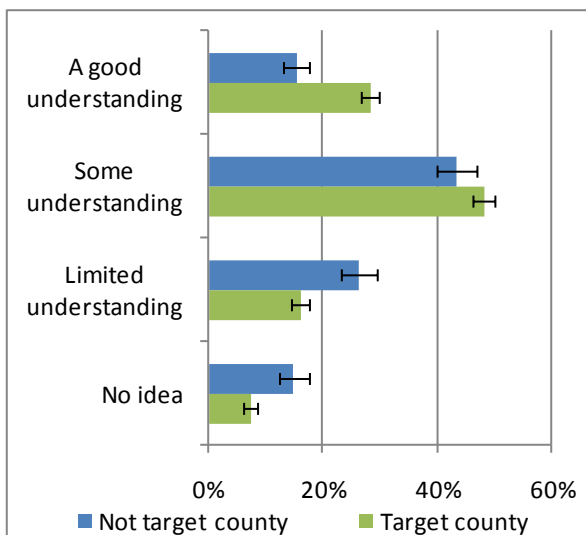
Level of understanding concerning the Campaign:	Percentage of holdings				95% confidence interval			
	Nov-09	Feb-10	Feb-11	Feb-12	'09	'10	'11	'12
Have a good understanding	15	19	23	23	± 1	± 1	± 1	± 1
Have some understanding	39	38	42	46	± 2	± 2	± 2	± 2
Have limited understanding	31	20	25	20	± 2	± 2	± 2	± 1
Have little or no idea	15	22	10	10	± 2	± 2	± 1	± 1

Number of records used for Feb-12: 3,816.

Holdings that left the question blank have been treated as missing values.

(a) The wording of the question in Nov-09 was slightly different to the on-going February surveys. The Nov-09 survey asked about the level of awareness of the Campaign, while the on-going February surveys have tested levels of understanding of the Campaign. Results are broadly comparable.

Figure 1 Level of understanding split by whether or not the holding is in a Campaign target county¹



Key findings

- The level of understanding has continued to increase. In February 2012, 70% of farmers indicated that they had “a good” or “some” understanding of the Campaign compared to 65% in February 2011.
- Figure 1 shows that the level of understanding of the Campaign is greater if the holding is located in a Campaign target county.

¹ The Campaign partners have nominated 23 target counties across England. Farmers in these counties are the focus of additional promotional activity (see Annex A).

Table 1.2 Which of the options below have been a useful source of information about the Campaign?

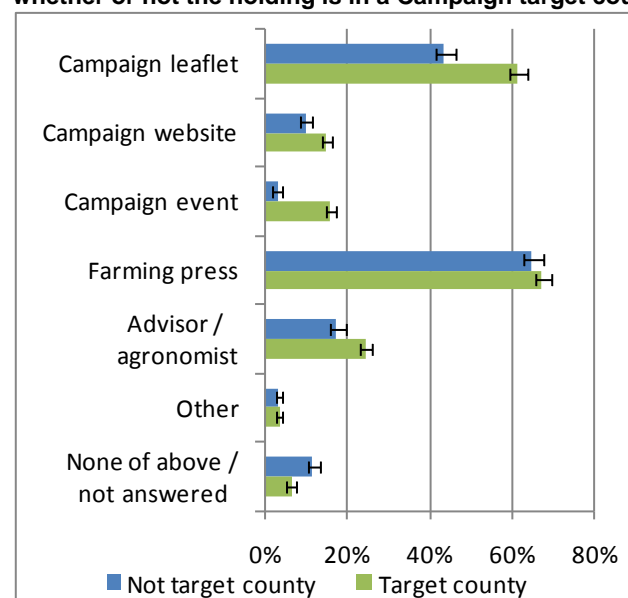
	Percentage of holdings			95% confidence interval		
	Feb-10 ^(a)	Feb-11	Feb-12	Feb-10 ^(a)	Feb-11	Feb-12
Campaign leaflet	50	46	55	± 2	± 2	± 2
Campaign website	4	8	13	± 1	± 1	± 1
Campaign event	n/a	9	11	n/a	± 1	± 1
Farming press	68	55	66	± 2	± 2	± 2
Advisor / agronomist	n/a	20	22	n/a	± 1	± 1
Other	8	3	4	± 1	± 1	± 1
None of above / not answered	18	21	9	± 2	± 1	± 1

Number of records used for Feb-12 results: 3,824

Holdings that left the question blank have been excluded from the analysis. More than one option could be selected.

(a) The wording of the question on the 2010 survey was slightly different, asking if the respondent had heard about the Campaign through any of the media listed. The results should still be broadly comparable.

Figure 2 Useful source of Campaign information by whether or not the holding is in a Campaign target county



Key findings

The farming press continues to be considered the most useful source of information about the Campaign, closely followed by Campaign leaflets. Campaign communications (website, leaflet and events) were more likely to be highlighted by those within the target counties.

Farmers were much more likely to highlight at least one useful source of information in 2012 than in previous years.

2. Agri-environment scheme membership

Table 2.1 What agri-environment schemes are you currently in?

	Percentage of holdings		95% confidence interval	
	Feb-11	Feb-12	Feb-11	Feb-12
Entry Level Stewardship (ELS)	61	63	± 2	± 2
Organic Entry Level Stewardship (OELS)	4	5	± 1	± 1
Higher Level Stewardship (HLS)	9	14	± 1	± 1
Classic scheme (ESA or CSS)	11	11	± 1	± 1
Not in an agri-environment scheme	29	26	± 2	± 2

Number of records used for Feb-12 results: 3,824

Table 2.2 If you are in ELS did you join or renew in response to the Campaign?

	Percentage of holdings	95% confidence interval
Joined ELS in response to the Campaign	10	± 1
Renewed ELS agreement in response to the Campaign	34	± 2
Did not join / renew	57	± 2
<i>Number of records used:</i>	2,469	

Results are restricted to those indicating they are in ELS defined using responses from table 2.1

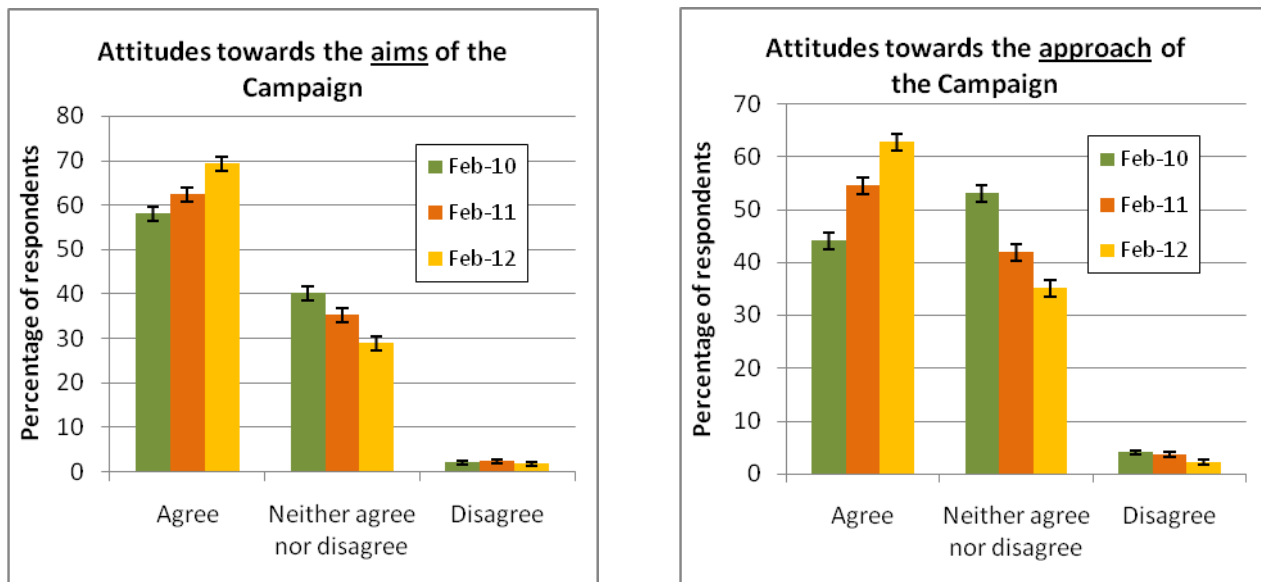
3. Attitudes towards the Campaign

Table 3.1 Do you agree or disagree with the aims and approach of the Campaign?

	Percentage of holdings						95% confidence interval ^(a)
	Aims of the Campaign			Approach of the Campaign			
	Feb-10	Feb-11	Feb-12	Feb-10	Feb-11	Feb-12	
Agree	58	62	69	44	55	63	± 2
Neither agree nor disagree	40	35	29	53	42	35	± 2
Disagree	2	2	2	4	4	2	± 0
<i>Number of records used:</i>	2,894	3,262	3,758	2,706	3,179	3,663	

(a) The confidence interval is the same for all results.
Results cover all holdings which answered the question.

Figure 3 Attitudes towards the aims and approach of the Campaign



Key findings

The levels of agreement with both the aims and approach of the Campaign have improved steadily between February 2010 and February 2012.

4. Intentions to take action in the future and reasons for not taking action

Table 4.1 If you have taken no action in response to the Campaign do you intend to do so?

	Percentage of holdings	95% confidence interval
Yes	15	± 3
No	85	± 3

Number of records used: 1,232

Results cover all holdings that answered the question, this does not necessarily equate to all those not participating in the Campaign.

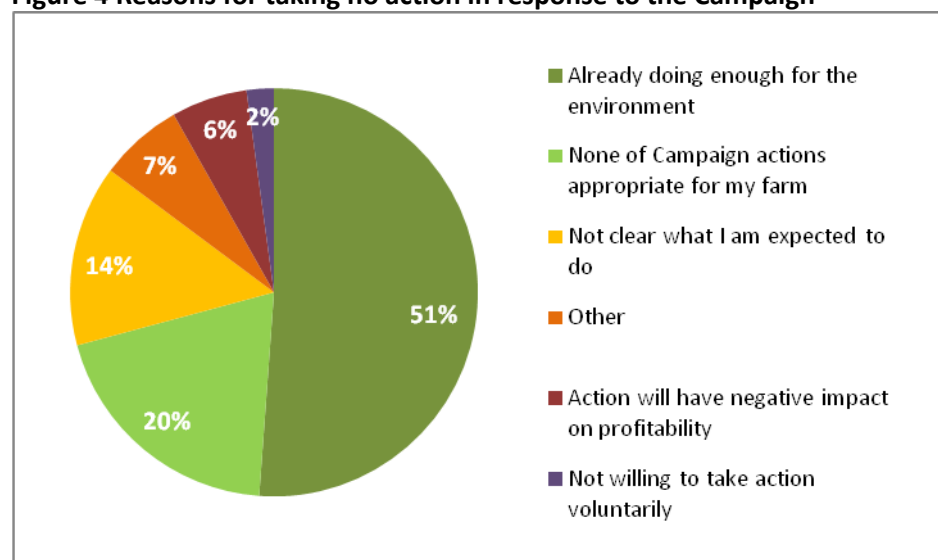
Table 4.2 If you have taken no action in response to the Campaign, what is your main reason?

	Percentage of holdings	95% confidence interval
Not clear what I am expected to do	14	± 2
Already doing enough for the environment	51	± 3
Not willing to take action voluntarily	2	± 1
Action will have negative impact on profitability	6	± 1
None of Campaign actions appropriate for my farm	20	± 3
Other	7	± 1

Number of records used: 1,111

Results cover all holdings that answered the question, this does not necessarily equate to all those not participating in the Campaign.

Figure 4 Reasons for taking no action in response to the Campaign



Key findings

- The most common reason for not taking action in response to the Campaign is that farmers feel they are already doing enough for the environment, accounting for just over half of all responses.

5. Cultivable land not in production which is not within agri-environment schemes

Table 5.1 Have you retained any uncropped land or left cultivatable land out of production?

	Percentage of holdings				95% confidence interval			
	Nov-09	Feb-10	Feb-11	Feb-12	'09	'10	'11	'12
Yes	51	49	43	37	± 2	± 2	± 2	±2
No	49	51	57	63	± 2	± 2	± 2	± 2
<i>Number of records used:</i>	2,536	2,607	3,679	3,822				

Holdings that left the question blank have been excluded from the analysis.

Table 5.2 Total area of cultivatable land out of production not in agri-environment schemes

	Estimated England total			
	Nov-09	Feb-10	Feb-11	Feb-12
Area (hectares)	157,355	155,875	130,374	82,409
95% confidence interval	± 13,653	± 14,877	± 11,035	± 8,508

6. Land under some form of environmental management

Table 6.1 Have you put land into some form of unpaid environmental management by choosing at least one of the Campaign voluntary measures?

	Percentage of holdings		95% confidence interval	
	Feb-11	Feb-12	Feb-11	Feb-12
Yes	24	24	± 1	± 1
No	76	76	± 1	± 1
<i>Number of records used:</i>	3,696	3,820		

Table 6.2 Do you have land under some form of unpaid environmental management OUTSIDE the Campaign that fully meets or closely resembles the essential management requirements?

	Percentage of holdings		95% confidence interval	
	Feb-11	Feb-12	Feb-11	Feb-12
Yes	27	29	± 1	± 1
No	73	71	± 1	± 1
<i>Number of records used:</i>	3,696	3,820		

Those responding “yes” in tables 6.1 and 6.2 are not two distinct groups of farmers as some have recorded land that is within the Campaign as well as land that is outside the Campaign. In total, 46% of farmers recorded land within the voluntary measures either as part of or outside the Campaign, an increase of 5% from 2011. Those not recording any land within voluntary measures were more likely to have recorded having “little or no idea” about the Campaign and more likely to be in non-target counties than target counties. Farms that are not in agri-environment schemes were much more likely to record land outside the Campaign only than those participating in agri-environment schemes.

Table 6.3 Proportion of farms with land under unpaid environmental management, within voluntary measures within and outside the Campaign

With Voluntary measures recorded as:	Percentage of holdings		95% confidence interval	
	Feb-11	Feb-12	Feb-11	Feb-12
Part of Campaign only	15	17	± 1	± 1
Outside Campaign only	18	22	± 1	± 1
Both within and outside Campaign	9	7	± 1	± 1
Neither	59	54	± 2	± 2

Figure 5 Proportions of farms with land within unpaid environmental management, within voluntary measures by understanding of Campaign (left) and agri-environment scheme (AES) participation (right)

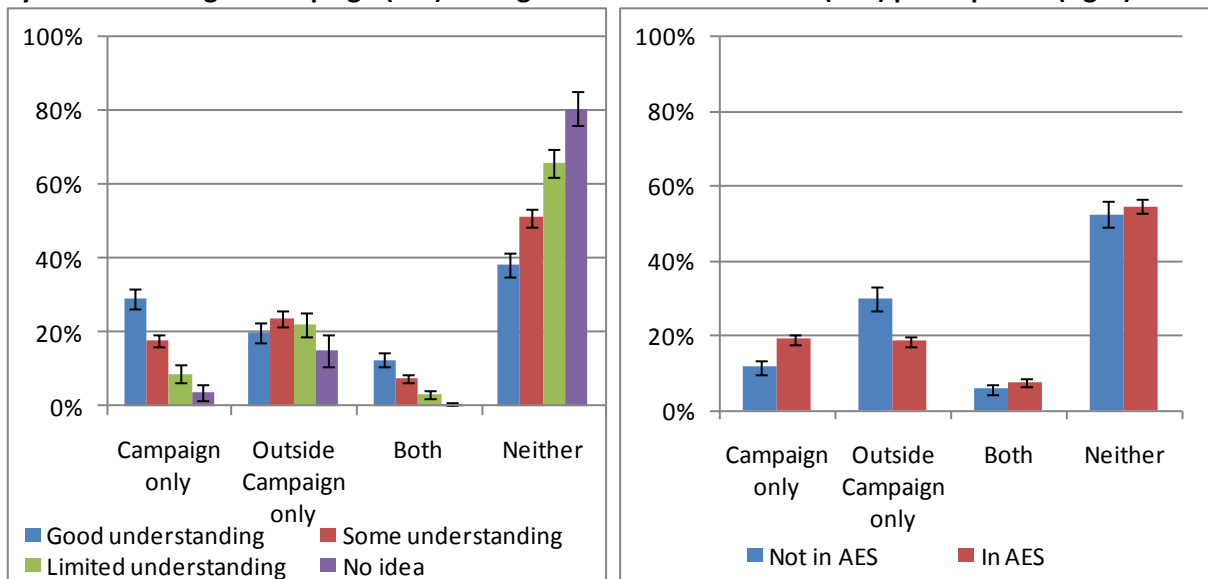


Table 6.4 Do you have land under any other form of environmental management that is not comparable to any of the Campaign voluntary measures in Table 1?

	Percentage of holdings		95% confidence interval	
	Feb-11	Feb-12	Feb-11	Feb-12
Yes	10	10	± 1	± 1
No	90	90	± 1	± 1

Number of records used: 3,696 3,820

Table 6.5 Total area of land under other forms of environmental management not comparable to any Campaign measures.

	Estimated England total	
	Feb-11	Feb-12
Area (hectares)	33,912	34,608
95% confidence interval	± 8,396	± 8,384

7. Voluntary environmental management measures which are not within agri-environment schemes

Table 7.1: Area of land under unpaid environmental management, within voluntary measures, in the current crop year (2011/12)

Voluntary measure	Area (hectares)		Total area (ha)	95% CI (total area)
	Part of Campaign ^(a)	Outside of Campaign ^(b)		
Grass buffers alongside temporary and permanent water courses	7,624	10,602	18,226	± 2,277
Grass areas to prevent erosion and run-off	3,157	4,969	8,126	± 1,657
Reverted arable areas	6,926	6,490	13,417	± 2,272
Reverted arable areas with scrub management	1,516	1,730	3,245	± 852
Skylark plots (number of plots)	5,092	5,747	10,839	± 1,997
Fallow plots	1,790	2,777	4,567	± 1193
Overwinter stubble followed by spring/summer fallow	3,420	3,282	6,702	± 1,791
Overwintered stubble	46,740	51,767	98,506	± 11,704
Overwintered stubble - optional for vulnerable soils	2,101	3,454	5,555	± 2,105
Uncropped, cultivated margins (not GAEC margins)	655	1,587	2,242	± 626
Wild bird seed mixture (arable/grassland areas)	2,453	2,324	4,776	± 755
Game strips	6,584	9,169	15,753	± 1,920
Game and Wildlife Conservation Trust Un-harvested cereal headlands	290	385	675	± 251
Pollen & nectar mixtures (all options) ^(c)	1,055	1,524	2,579	± 610
Sown wildflower headlands ^(d)	-	-	404	± 177
Selective use of spring herbicides	9,392	14,610	24,002	± 8,388
Enhanced management of SRC ^(d)	-	-	720	± 468
Total ^(e)	94,230	115,267	209,497	± 15,348

^(a) Land that fully meets the essential management requirements

^(b) Land that fully meets or closely resembles the essential management requirements

^(c) This option includes results for both pollen measures (arable/grassland areas and those for horticultural growers) as there are not enough data points to report these results separately

^(d) Data for these items is displayed at the total level only to prevent disclosure of information about individual holdings

^(e) The total area excludes skylark plots, as the figure given for these is the number of plots and not the area.

Table 7.2: Area of land under unpaid environmental management ^(a) within voluntary measures from 2009 to 2012

Voluntary measure	Total area (hectares)			95% confidence interval		
	Nov-09	Feb-11	Feb-12	Nov-09	Feb-11	Feb-12
Grass buffers alongside temporary and permanent water courses	12,203	13,678	18,226	± 1,698	± 1,963	± 2,277
Grass areas to prevent erosion and run-off	2,612	7,062	8,126	± 0,878	± 1,291	± 1,657
Reverted arable areas	25,371	19,935	13,417	± 4,508	± 4,232	± 2,272
Reverted arable areas with scrub management	5,596	2,991	3,245	± 1826	± 837	± 852
Skylark plots (number of plots)	3,069	7,152	10,839	± 1172	± 1,820	± 1,997
Fallow plots	1,933	2,591	4,567	± 826	± 853	± 1193
Overwinter stubble followed by spring/summer fallow	13,797	7,757	6,702	± 3,715	± 2,158	± 1,791
Overwintered stubble	72,866	96,006	98,506	± 11,541	± 9,768	± 11,704
Overwintered stubble - optional for vulnerable soils	5,774	3,729	5,555	± 2,368	± 1,744	± 2,105
Uncropped, cultivated margins (not GAEC margins)	923	1,579	2,242	± 417	± 441	± 626
Wild bird seed mixture (arable/grassland areas)	3,076	3,758	4,776	± 654	± 705	± 755
Game strips	9,361	13,046	15,753	± 1,460	± 1,932	± 1,920
Game and Wildlife Conservation Trust Un-harvested cereal headlands	636	364	675	± 506	± 139	± 251
Pollen & nectar mixtures (all options) ^(b)	909	1,561	2,579	± 356	± 663	± 610
Sown wildflower headlands	745	312	404	± 547	± 166	± 177
Selective use of spring herbicides	1,146	13,746	24,002	± 1,060	± 5,229	± 8,388
Enhanced management of SRC	228	689	720	± 224	± 724	± 468
Total ^(c)	157,175	188,805	209,497	± 14,485	± 12,780	± 15,348

^(a) For 2009 the areas relate to land that fully or largely met the management recommendations of the Voluntary measures. For 2011 and 2012 the areas are the total of those recorded as part of the Campaign, fully meeting the essential management requirements and those recorded as outside the Campaign which fully or closely met the essential management requirements. Data for 2010 is not presented as it was not collected in a comparable manner.

^(b) This option includes results for both pollen measures (arable/grassland areas and those for horticultural growers) as there are not enough data points to report these results separately

^(c) The total area excludes skylark plots, as the figure given for these is the number of plots and not the area.

SRC = short rotation coppice

Annex A: Campaign Target Counties

The 23 target counties are:

- Bedfordshire
- Berkshire
- Buckinghamshire
- Cambridgeshire
- Derbyshire
- Dorset
- East Yorkshire
- Essex
- Gloucestershire
- Hampshire
- Hertfordshire
- Kent
- Leicestershire
- Lincolnshire
- Norfolk
- North and South Yorkshire
- Northamptonshire
- Nottinghamshire
- Oxfordshire
- Rutland
- Suffolk
- Warwickshire
- Wiltshire

